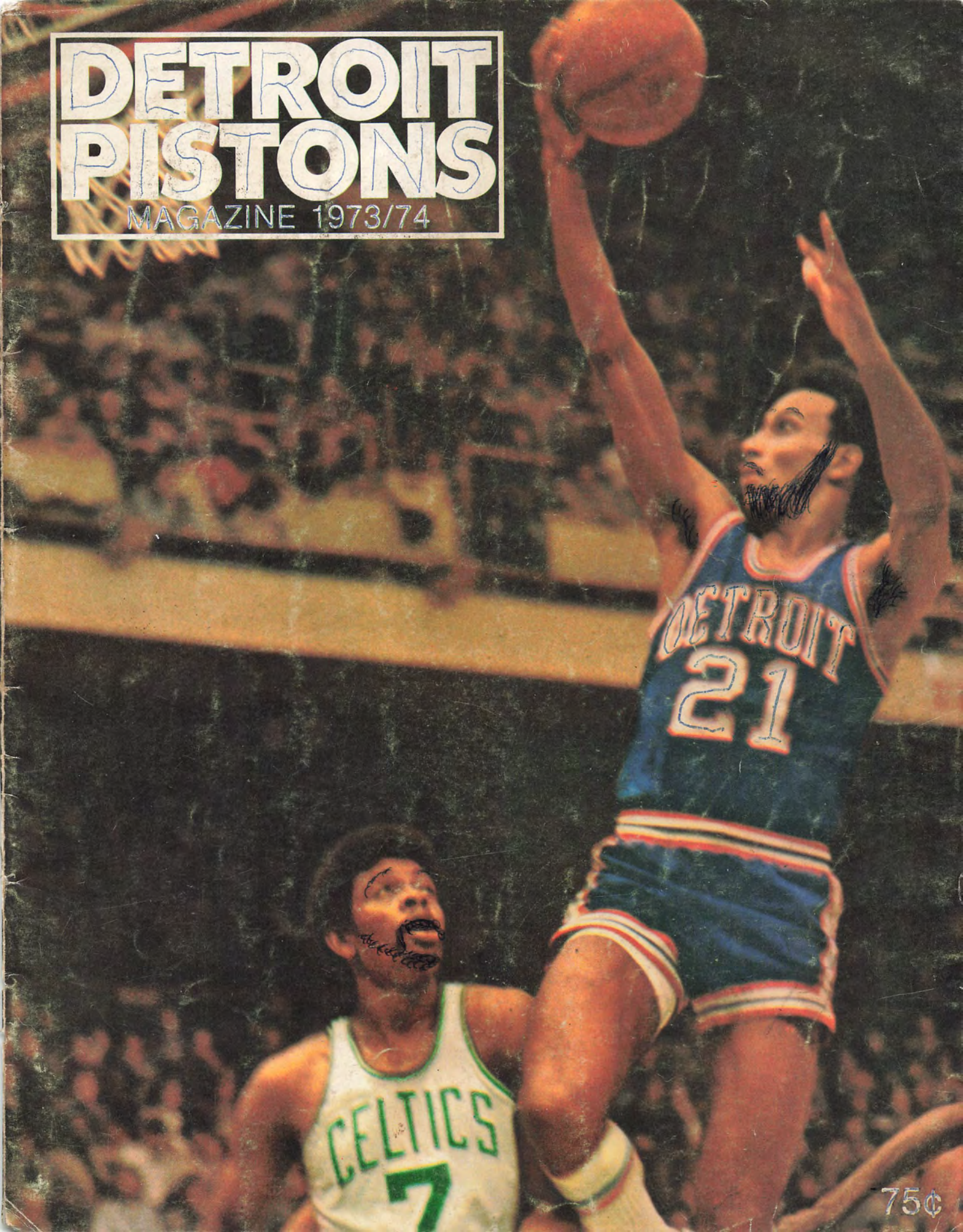


DETROIT PISTONS

MAGAZINE 1973/74

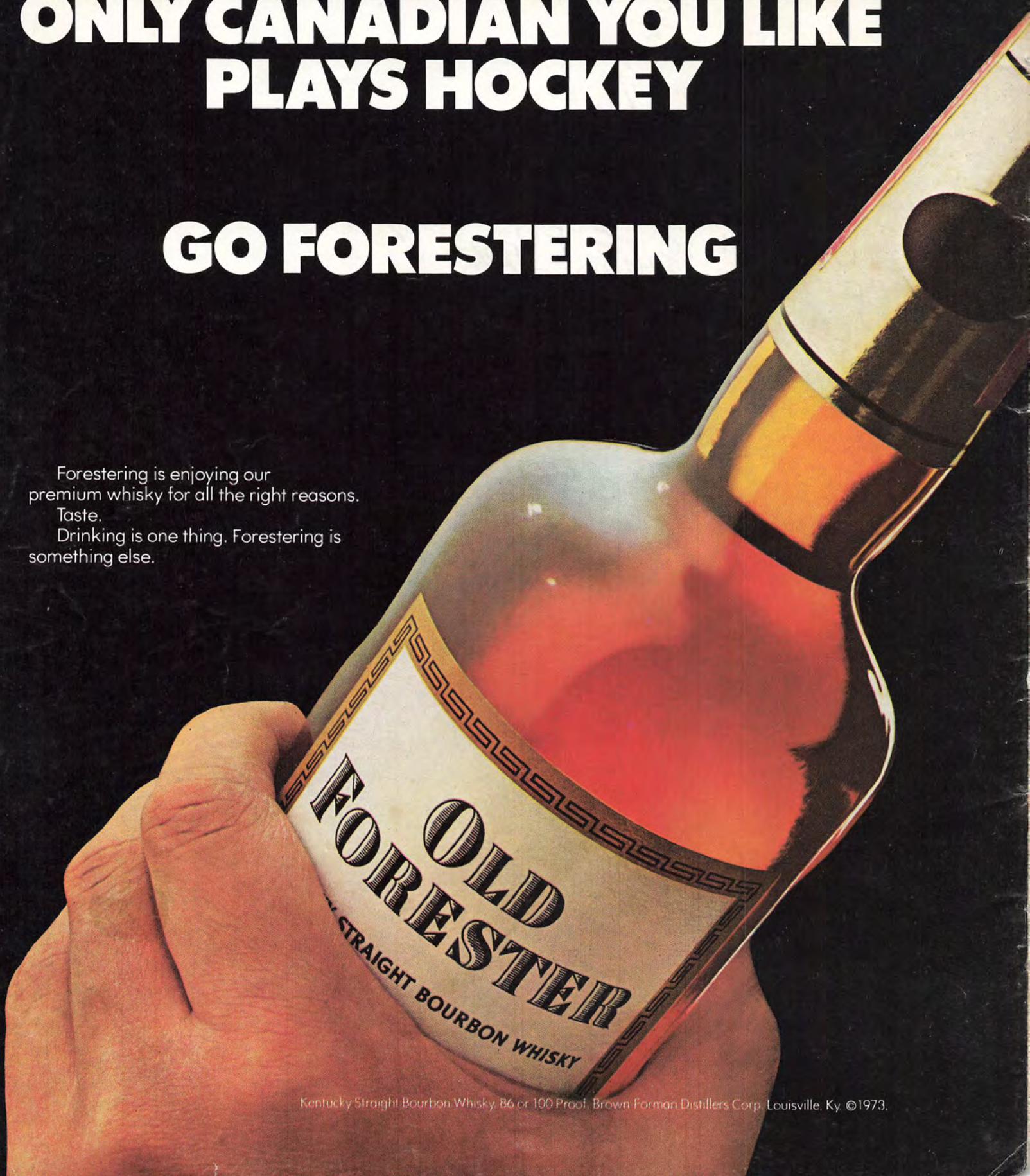


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FROM ONE SPORTS LOVER TO ANOTHER

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN 48226

THE HISTORY OF THE DETROIT PISTONS

By George Maskin/Pistons Public Relations Director

How did it all begin—the Pistons becoming one of the most illustrious names on the professional basketball scene?

It's now 32 years since the first Pistons' cage quintet was fielded in Fort Wayne, Ind.

But the groundwork for the team was laid a few years before then when at the Zollner Piston manufacturing plant in Fort Wayne some of the employees suggested:

"Why doesn't the company sponsor an industrial basketball and softball team?"

Plant owner Fred Zollner, a long devoted sports enthusiast—as a youngster he was a standout pitcher in Duluth, Ind.—bought both the ideas.

He okayed a softball team and then a basketball team.

The softballers became one of the nation's powers in the late 1930's and it wasn't long after that the basketball Pistons made their presence felt, too.

Taking on the best they could, the Zollner Pistons industrial cagers built up a 48-0 record as they stuck pretty much to their home area.

Then in 1941, Zollner decided to make a *big* move with his cagers. He landed a franchise in the National Basketball League and his Pistons took off in the professional ranks where they left off as amateurs.

Seven years after their first performance as pros, the Pistons switched into the Basketball Association of America, which was to become the forerunner of the present National Basketball Association which came into official existence at the start of the 1949-50 season.

Since then, the Pistons along with the Boston Celtics and New York Knicks have been the only NBA teams to live without any kind of an interruption.

That first season in the NBA, the Pistons found themselves playing with Minneapolis, Rochester, Chicago (later to start up again twice) in the Central Division,

Syracuse, New York, Washington, Baltimore (which was to disband and start anew) and Boston made up the Eastern Division. Indianapolis, Tri-Cities, Sheboygan, Waterloo and Denver formed the Western Division.

But the baby NBA faced numerous problems in those early years. By the next season, the league was down to 10 teams, then to only eight.

There were numerous shifts in franchises, including the moving of the Pistons from Fort Wayne to Detroit in 1957-58 as the NBA solidified and then started to grow to its present 17 teams, stretching from coast to coast, from the northeast to the southwest, from the northwest to the southeastern part of the United States.

Through it all Piston owner-president Fred Zollner has played a major role, not only as the head of one of the original NBA franchises, but with his personal contributions that have brought him national recognition.

Basketball and sports have comprised just one—but an important—phase of Zollner's life.

Born in Little Falls, Minn., in 1901, he joined his dad, Theodore, in the piston business as a youngster. Through Fred Zollner's leadership and drive, the piston manufacturing plant grew and in 1931 operations were switched to Fort Wayne to be closer to the firms the company supplied.

Today, Zollner's one of the largest manufacturers of pistons in the world. And it is the same man who heads the basketball Pistons and also serves as a bank director in Fort Wayne, and on the board of Trustees of Tri-State College in Angola, Ind.

He's past the retirement age—at least the retirement age for most men. But, retirement is a word that doesn't exist as far as Zollner personally is concerned.



Fred Zollner, President Detroit Pistons



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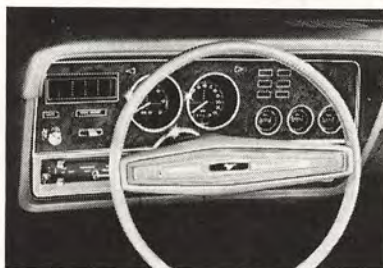


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From the many exciting options available, the cars shown above are equipped with white sidewall tires, pin striping, rocker panel molding. Two-door hardtop also sports a vinyl roof. Interior shown includes deluxe seat belts.

FORD MUSTANG II

FORD DIVISION 

RAY SCOTT COACH

Everybody has a dream and a goal in life. Not too many get to realize all their targets, but Detroit Piston coach Ray Scott is one who has.

As a youngster in Philadelphia, while playing schoolboy and backyard basketball, Scott would dream that some day he would become a professional star. He did.

Many years later, when time began to run out on his playing career in the pros, Scott would talk about how he'd like to coach in the big leagues. He knew it probably would be tough to get there and might take a long time.

Yet he could hope and he could dream.

Suddenly, the personal Scott ball took a surprising bounce. During the summer of 1972, his telephone rang. Earl Lloyd, then the Pistons' coach, was calling: "How'd you like to join the Pistons as my assistant?" Lloyd inquired. "And, also our chief scout!" Lloyd added.

Scott had just taken a new job in the front office of the Virginia Squires in the American Basketball Association. It was with the Squires only a few months back that Scott had just finished a brilliant 11-year playing career in the majors—nine in the National Basketball Association and the final two in the ABA.

What to do? Scott went back to the Squires and told his bosses of the offer he had received from the Pistons and how it was "more up the line" at what he wanted now that he was finished as a player.

On the first day of September, 1972, Scott joined the Pistons as Lloyd's aid. Little did anybody—especially Scott himself—realize at that moment that within two months Scott would be the head coach of the Pistons—that he would be leading them to one of the most successful finishes in their Detroit history, and personally winding up with a 38-37 record in his freshman campaign as a coach.

"I still search myself quite often," says Scott. "I still find it difficult to realize that all this has happened to me. I've been a pretty lucky fellow, and I still am."



It's been a rough road that Scott has traversed to success and fame. In his day of schoolboy basketball in Philadelphia, the competition was tough. He had to go against several players who were to become college and pro greats. One of them was Wilt Chamberlain.

After starring as a prep, Scott went west to the University of Portland. Things didn't work out there as expected and as a sophomore he had to drop out. He returned east, joined the Allentown (Pa.) team in the Eastern League and waited patiently for 2½ seasons to pass so that he could become eligible for the NBA college draft.

Scott emerged as one of the greats in the Eastern League, but his accomplishments there didn't spread very far. As a result when the Pistons made him their No. 1 pick in the spring of 1961, many folks in Detroit asked: "Who's he?" After all, most of the teams, then and now, make big-name, current college players their first selections.

The "Who's He?" of early 1961 became an almost instant starter with the Pistons. As a rookie with the Pistons he averaged 13.3 points and 11.5 rebounds during the regular season and was even more outstanding in the playoffs with respective averages of 17.4 and 14.5.

Scott went on to become the eight-leading Piston scorer of all time with 6,724 points, also the fourth top rebounder with 4,508 and No. 5 in assists with 1,227. His top scoring seasons with the Pistons were 17.9 points in 1965-66 and 17.6 in 1963-64. He bagged 1,078 rebounds in 1964-65, one of the few Pistons ever to top the 1,000 mark in one season.

Scott was traded to the Baltimore Bullets in 1966-67 and spent 3½ years with the Bullets before switching to the Squires and the NBA.

Overall, Scott averaged 14.3 points and 9.8 rebounds in his 11 seasons in the NBA-ABA. During his NBA days he closed out with 14.9 points and 10.5 rebounds.

Scott now makes his home in Belleville, Michigan.

HOW TO SCORE

by Morris Moorawnick/Detroit Piston's Official Scorer



During the infancy of basketball, a scorer rarely concerned himself with more than the mere recording of baskets, free throws or fouls.

How times have changed.

As the performers of the sport have become more proficient, a scorer or statisticians's job has also taken a sophisticated route.

Points are still of prime importance. But other yardsticks of measurement—shooting percentage, rebounds, assists, turnovers and steals—can influence a player's salary and are in constant demand.

General managers, coaches and even owners scrutinize the statistics sheets which are issued after a game.

And players? A frown or shake of the head easily expresses their opinions about a scorer's work. The NBA stars on a court are equally adept in front of the scoring table.

Twice last season I engaged in verbal battles with Wilt Chamberlain, whose reputation is unmatched in skirmishes with scorers. I earned a draw.

The "Dipper" saved a shot attempt in one game with his knowledge of the rules. In another match he perched over my shoulder while I checked the "play-by-play" sheet to guarantee that he had not been shorted in assists.

Jerry Lucas is another culprit to beware of in challenging rebounds.

When my fellow associate once reproved the Ohio State great for his doubts, contending that no regular could compute his totals during the tumult of a game, Jerry countered by reciting his complete scoring line. Accurately. Sight unseen. All nine columns.

Fine mind that Luke!

I remember former hot-shooting Piston guard Don Ohl, who was often chided by teammates for not passing the ball, glaring at the scoring table after each assist until I waved my hand to acknowledge the miracle.

Yes, scoring has become quite refined.

Ready to learn? Alright, now. Pay close attention.

Lesson No. 1—FIELD GOAL ATTEMPTS—definition: A field goal attempt shall be charged to a player any time he shoots, throws or taps the ball at the basket when he is attempting to score a goal (except when he is fouled in the act

of shooting and the goal is not made).
That's easy. A man tries to score, he gets a shot.

What if the ball gets blocked? Unfortunate. He was trying to score. Credit one shot. Make sure it wasn't just a fumble.

Lesson No. 2—REBOUNDS—definition: A rebound is credited to a player or team each time the ball is retrieved after a field goal attempt or free throw attempt is missed.

Also easy.

When someone misses a shot or free throw, credit a rebound.

To whom? Normally to the man who winds up with the ball. Even if he picks it up off the floor. Or recovers his own blocked shot.

If the ball bounces off the rim (or backboard) and a man taps it to a teammate, or taps it backward and his teammate recovers the ball, credit the man who tapped the ball with a rebound.

If the man on offense taps the ball back up to the basket, credit both a shot attempted and a rebound. Not if he bats the ball. But a bonafide tap.

Team rebounds? Most people don't understand them.

A team rebound is credited to the team to which the ball is awarded when a missed shot goes out of bounds:

(a) without being touched by a player;

(b) on a deflection before there is possession;

(c) when the first or second attempt is missed in a two or three shot free throw situation (awarded to the shooting team);

(d) on a jump ball following a missed shot (to the team that gains possession); on an offensive goaltending call or a foul lane violation on a free throw (also to the team that gains possession).

The purpose for team rebounds is to have ALL missed shots add up to rebounds, more or less a double check that the scoring is proper.

Lesson No. 3—ASSISTS—definition: An assist is credited to the player tossing the last pass leading DIRECTLY to a field goal. No more than one assist is to be credited per field goal.

Well, now. Let's see. How about a pass from out of bounds?

Sure. If the pass leads directly to a basket.

Or a pass to a pivot man?

Yes. Provided there is *immediate* reaction by the pivot shooter to score. Even with a slight fake, although most purists insist that the fake—not the pass—was responsible for the basket.

I, myself, am a tough assist man. The pass has to be the guiding light to the hoop. Basketball is not hockey—the last man to touch the ball doesn't have to get an assist.

A TURNOVER is charged whenever the offensive team loses possession of the ball without attempting a field goal or free throw. A STEAL to the individual who intercepts misguided passes or takes the ball away from an opponent.

Ready to score? All you need is a sharp pencil (a ball point pen will do if you don't make mistakes) and an even disposition.

Deaf ears help, and conceit doesn't hurt. Remember. A good scorer may not always be right, but, like the referee, he's NEVER wrong.

The players are listed in numerical order on the scoring page. There is a large space next to each player's name for you to keep his cumulative point total throughout the game. There are smaller spaces for total points and personal fouls. At first, do not attempt to keep assists, shots taken, or rebounds, because those figures are frequently based on judgment and won't agree with yours. As a player scores, keep adding to his total so that you have a running account, giving two points for field goals and one point for each free throw he makes. Circle the free throws, so that you can quickly determine how many field goals and free throws a player has. Draw a heavy vertical line at the point in his totals where each quarter has ended. Use the same method for his personal fouls.

NO	NAME	POINTS	TOT	PF
16	LANIER	24⑤7/9⑩⑪1315⑯//18	18	1/23/4
21	BING	2468⑨11/1315⑯1820/⑳㉑/2426	26	12/3/4/

Field Goals are recorded by simply adding two points to your cumulative total.

If a player does not play or score during quarter, nothing appears between the vertical lines indicating the quarters.

Free Throws—Add a point to the cumulative total and circle it. The circle around each free throw enables you to add up a player's conversions any time during the game.

Quarters—vertical lines indicate the player's score at the end of each quarter.

Personal Fouls are scored in a similar fashion. The cumulative total is recorded, and vertical lines separate the quarters.

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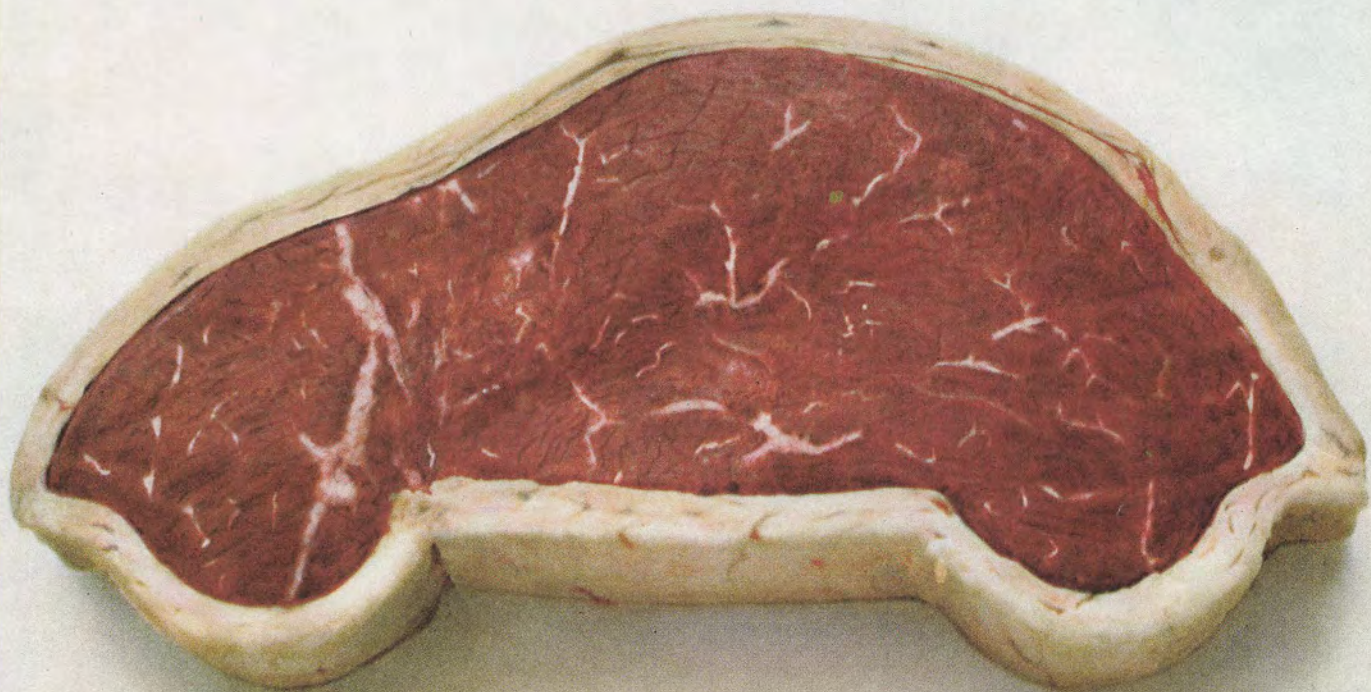
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MEET GENERAL MANAGER EDWIN E. COIL



Starting his eighth season as the Pistons' general manager, but his identity and association with the team actually dates back to 1957 when he took over many of the Pistons' business duties among his various roles on the staff of the Zollner Corp., in Fort Wayne, Ind. The Pistons basketball team is owned by Fred Zollner. Coil now ranks among the senior general managers in the National Basketball Association. He fits the category of "the small town kid who has made it big in a big city." He was born 41 years ago in Wilshire, Ohio, a community whose population has hovered around 500 for more than three decades. Coil went on to play high school basketball and run on the track team at Spencerville, Ohio, and after a stint in the military, enrolled at the International College of Fort Wayne. After obtaining his degree in accounting in 1956, Coil joined Zollner's in the spring of '57, his first step to ultimately being promoted to the general manager's job on the basketball team. Coil, his wife Ruth and their three children—two sons and a daughter—now make their home in suburban Detroit.



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For Double Foul Also
Point Each Basket



3 SEC. RULE INFRACTION
Fingers Sideways



TIME OUT (CALLED)



TO DESIGNATE OFFENDER
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Patting Motion



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TIME IN
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BLOCKING
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CANCEL SCORE
Shift Arms Across Body



ILLEGAL USE OF HANDS
Signal Foul—Strike Wrist



PUSHING, CHARGING
Signal Foul—Imitate Push



HELD BALL
Fingers Closed—Thumbs Up



HOLDING
Signal Foul—Grasp Wrist



TECHNICAL FOUL
Signal Foul—Form T



NBA REFEREES

5—Mendy Rudolph
6—Don Murphy
8—Manny Sokol
10—Darell Garretson
11—Jake O'Donnell

15—Bob Rakel
16—Alan Brunkhorst
12—Earl Strom
14—Mark Schlafman

17—Len Wirtz
18—Jerry Leober
19—Jim Capers
20—William Jones

21—Forrest Harris
22—Paul Mihalek
24—Ed Batogowski
25—Hubert Evans

26—Richie Powers
28—Tom Nunez
29—Mark Mano
30—Lee Jones



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GENERAL MANAGER FOR A DAY?

By Curt Sylvester

Free Press Sports Writer

Okay, let's play General Manager for a Day.

The ground rules are simple enough. You've got your own National Basketball Association franchise and now you've got to build yourself a winner.

Any basketball player is eligible—whether he's in the NBA, ABA or the Harlem Globetrotters. You can buy, sell, trade, draft, claim off the waiver list—in other words, beg, borrow or steal yourself an NBA contender.

Easy, of course. You grab Kareem Abdul-Jabbar from Milwaukee, John Havlicek from Boston, Spencer Haywood from Seattle, Walt Frazier from the Knicks and, of course, Dave Bing of the Pistons is your territorial draft.

(Oh yes, we've re-activated the territorial draft, just for you.)

So, you've got the roster all set. Except that none of your five super stars are on the market. You're starting from scratch so you've got nothing to trade. And guys like this money won't buy.

You can go through another five—or ten—or fifteen ball players with the same result and finally you realize what it's like to start with nothing and build something in the NBA.

With us, it's General Manager for a Day. With some guys, like Ed Coil of the Pistons, Red Auerbach of the Celts, Jerry Colangelo of the Suns and Wayne Embry of the Bucks, it's General Manager for 365 Days a Year.

Every once in a lifetime, it happens

easily—this building of a team. The way it happened to the Milwaukee Bucks, who came into the league in 1968, drafted Jabbar in 1969 and immediately became a contender.

But for every Milwaukee, there are countless Portlands, Seattles, Clevelands, Buffalos and, yes, Detroit's that come into the league and fight a life and death battle for years to build a team that will run for—if not win—a division title.

There are basically only three ways to do it; 1—buy a franchise that is already established, 2—trade for the talent that will do the job; or, if you have the patience and the time, 3—draft a team, picking up one or two players a year with a wise drafting and signing.

And, take it from the guys who have tried. It may be easier to save your dimes and quarters until you've got the \$6 million needed to buy a franchise than it is to trade or draft a team.

The Pistons, under one GM or another, struggled for 13 years in Detroit before they finally came up with a team that won more games than it lost. Then, in 1970-71, as if a gift from The Almighty, the Pistons did it. Coach Bill van Breda Kolff coached and coaxed and platooned together a team that won 45 games and lost 37.

At last, it looked like the Pistons were headed in the right direction.

Just recall the names from that glorious season:

Dave Bing	Steve Mix
Terry Dischinger	Harvey Marlatt
Terry Driscoll	Otto Moore
Bill Hewitt	Erwin Mueller
Howard Komives	Bob Quick
Bob Lanier	Jimmy Walker

The rest is history. Not only did van

Breda Kolff leave, so have 10 of the 12 players that played on that team which, to this day, is the only Piston team to finish a season over .500. Only Bing and Lanier remain.

Earl Lloyd tried to pick up the pieces but he was handicapped by the loss of Bing for nearly half the season because of a serious eye injury that required surgery.

Then came Ray Scott. He and Coil managed, through careful trades, not involving one big name star, to put together a team that may get the Pistons back into the playoffs.

Bing and Lanier—both No. 1 draft choices—formed a solid nucleus to work with. Jim Davis was already there, obtained for a first-round draft choice from Houston. Fred Foster had come in a three-cornered deal with Portland and Philadelphia. Stu Lantz came from Houston in a straight player deal for Walker.

Willie Norwood had been a No. 2 draft choice in 1969, Curtis Rowe had been No. 1 in 1971 and Bob Nash and Chris Ford both became Pistons in the 1972 draft.

Scott needed more, though, and that's when Coil turned horse trader. He picked up John Mengelt from Kansas City-Omaha for a second-round draft choice and obtained Don Adams from Atlanta for another second-round selection.

That team rallied to win 20 of its last 31 games of the 1972-73 season, finish with a 40-42 record (second best in the club's Detroit history) and give Scott a 38-37 record for his rookie year in coaching.

The 1973-74 season? The Pistons are optimistic. But it's not going to be easy. It never is—unless you're playing General Manager for a Day.



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The micro-computer system serves as the brain of the watch, to control its accuracy. If, for any reason, this accuracy should vary, the micro-computer system readjusts and restores the watch to its programmed accuracy. And the TIMEX Quartz Watch is engineered to be as rugged and dependable as you expect a TIMEX to be. The watch has an

adjustable metal band and a water and dust resistant case. Equipped with an automatic day-date indicator and sweep second hand, it's powered by a replaceable energy cell† that lasts for a year, so you never have to wind it.

At \$80 the TIMEX Quartz Watch is a tribute to American leadership in automation and electronic technology.

And chances are, if someone ever makes a less expensive quartz watch, it will probably be us.



THE TIMEX® QUARTZ WATCH. \$80

Large illustration: Model 968602. Small illustration: Model 969502.

*Regulation may be necessary to achieve this accuracy.

†We recommend genuine TIMEX Energy Cells. Other cells not meeting Timex specifications may cause a malfunction.



DON ADAMS

HT: 6' 7" WT: 210
BIRTHDATE: 11-27-47

COLLEGE: Northwestern

Obtained by Pistons: Received on Oct. 31, 1972, from Atlanta in exchange for a second-round draft choice.

Don Adams is starting his fourth season in the National Basketball Association. Drafted eighth by the San Diego Rockets in 1970, moving to Houston with the team at the start of the 1971-72 season, traded to Atlanta on November 9, 1971, he blossomed into a starter with the Detroit Pistons during the final third of last season.

Don has been averaging in double figures (10.7 points) since entering the pro ranks, and is a strong rebounder and excellent defensive player. He averaged 15 points during a standout college career at Northwestern where he gained All-Big Ten recognition. Don broke into the NBA pro ranks auspiciously, winning a starting job as a rookie on the then San Diego Rockets. He enjoyed his single-game career high when he scored 36 points against Buffalo last March 16.

A native of Atlanta, Georgia, where he attended high school at South Fulton, Don still makes his home in Atlanta. He is married.



DAVE BING

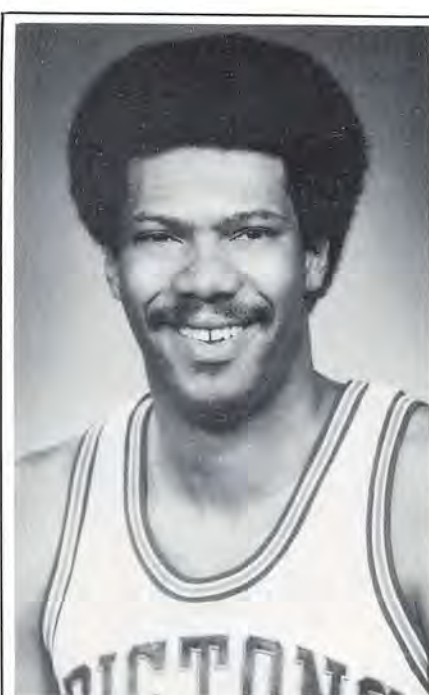
HT: 6' 3" WT: 185
BIRTHDATE: 11-24-43
COLLEGE: Syracuse

Obtained by Pistons: No. 1 draft choice, 1966.

This is Dave's eighth season in the NBA, all with the Pistons. He has shattered virtually every scoring and assist record on the team. He holds the one-season record for points (2213) and assists (637), along with the single-game record (54 points) in regular season and playoffs (44). His 19 assists in one game are the most ever by a Piston in Detroit. He also tops the Pistons' all-time career lists in every category, except rebounds, as follows: games played (515), minutes (19,706), field goals made (4612), field goal attempts (10,450), free throws made (2992), free throw attempts (3927), assists (2261), points (12,216) and point average (23.7). Dave was the Piston scoring champion during his first five seasons with the team and team assist leader all seven seasons. The only Piston to play in all 82 games last season, Dave was NBA scoring champion in 1967-68 with 27.1 point average, and the top NBA rookie in 1966-67. He was named first-team all-league in 1967-68 and 1970-71, and was a four-time selection ('68, '69, '71, '73) for the mid-season All-Star Game.

Dave starred in high school basketball in Washington, D.C. and later was named All-America at Syracuse University before becoming the Pistons' No. 1 draft pick in 1966.

Dave runs basketball schools and clinics during the summer months. He is married and has three daughters.



JIM DAVIS

HT: 6' 9½" WT: 235
BIRTHDATE: 12-18-41
COLLEGE: Colorado U.

Obtained by Pistons: In exchange for first-round draft choice from Houston on Dec. 10, 1971.

Jim is starting his seventh season in the National Basketball Association. Although Jim was an original draft choice of the Pistons, he never appeared in a Piston uniform until he was obtained from Houston in December, 1971. He spent four days in the Pistons' training camp in 1964 before he was released and then played two years in the Eastern League prior to signing with the then St. Louis Hawks in the fall of 1967. Jim remained with the Hawks for four seasons (one in St. Louis and three in Atlanta) before being traded to Houston where he played briefly before coming to the Pistons.

Jim is rated one of the best backup centers in the NBA. He has also proven that he's very effective in the pivot when used as a starter, as well as being used on occasions at a corner position. Jim is fast for his size and is an excellent ball handler.

Jim's best season in the pros was in 1969-70 when he averaged 13.6 points with Atlanta. He appeared in the playoffs four times as a member of the Hawks.

Jim started at Colorado University after a brilliant high school career at Muncie (Ind.) Central.

Jim is single and makes his off-season home in Detroit.



CHRIS FORD

HT: 6' 5" WT: 190
BIRTHDATE: 1-11-49

COLLEGE: Villanova

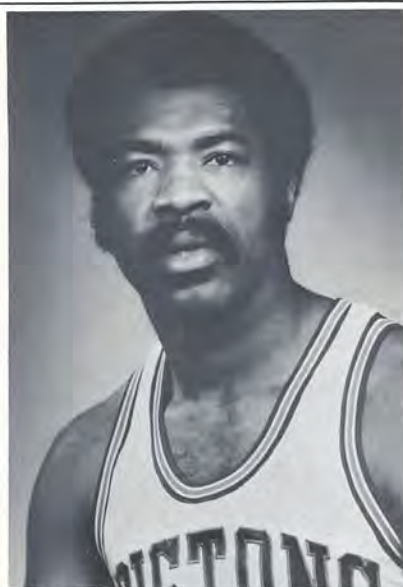
Obtained by Pistons: No. 2 draft choice, 1972.

After three brilliant years at Villanova University, Chris Ford is starting his second season with the Pistons. From the day of his first insertion into the Pistons' lineup as a starter, the team went on to win 20 of its final 31 games. Coach Ray Scott described Ford, saying, "He's the player who put our defense together and made it work."

Chris sparkles at breaking up the rival's offensive plays and getting the ball for the Pistons. He's the type of player who is all over the floor doing what has to be done for his team. He has averaged better than 10 points per game with the Pistons, and was voted to the NBA's second All-Rookie, All-Star team this past season.

During his college career, he helped spark Villanova into the NCAA tournament for three straight years. At Villanova he averaged 15.8 points, after starring in high school at Atlantic City's Holy Spirit.

Chris is married.



FRED FOSTER

HT: 6' 5" WT: 215

BIRTHDATE: 3-18-46

COLLEGE: Miami-Ohio

Obtained by Pistons: From Philadelphia 76ers on July 31, 1972, as part of a three-way deal in which Terry Dischinger went to Portland and Philadelphia received a draft choice from Portland.



BEN KELSO

HT: 6' 3" WT: 195

BIRTHDATE: 4-11-49

COLLEGE: Central Michigan

Obtained by Pistons: Drafted No. 8, by Pistons, 1973.



BOB LANIER

HT: 6' 11" WT: 260

BIRTHDATE: 9-10-48

COLLEGE: St. Bonaventure

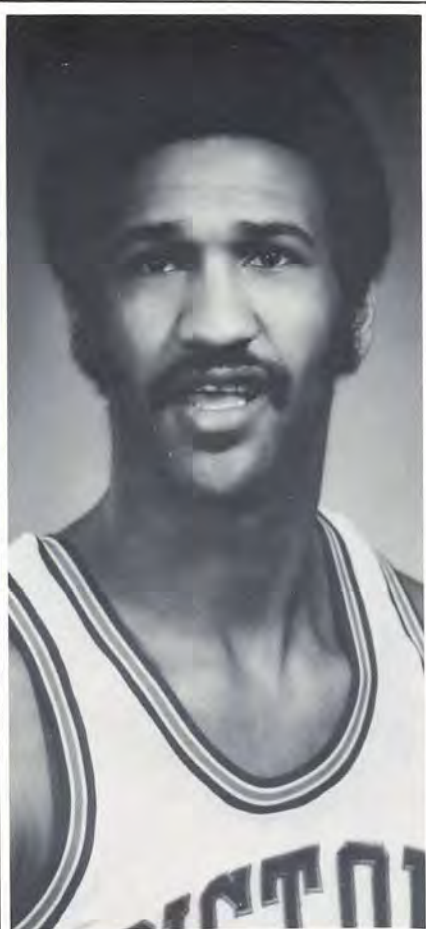
Obtained by Pistons: No. 1 draft choice, 1970.

It's been three years with the Pistons and three years with the NBA for Bob Lanier, one of the top pivotmen in the league. He ranks among the top marksmen from the floor with a 48.2 shooting percentage. Last season he hit on 49% of his field goal attempts, and is almost "deadly" from the inside.

Bob became the first Piston center to win the team's scoring title in 1971-72 and then repeated last season. He cracked the team's rebounding record in 1971-72 also, and then rebroke the mark with 1205 grabs this past season. His 33 "grabs" in a game is also a team high. He was second on the team in assists. His 48 points in a single game is the highest ever by a Piston center. He is one of only three Pistons (Dave Bing and George Yardley) to have scored 2000 or more points in a single season. He has been named to the mid-season NBA All-Star team for the past two seasons, and was the winner of the first NBA "one-on-one" tournament held in 1971-72. This past season, he finished eighth in the NBA scoring, and sixth in rebounding.

Bob is a native of Buffalo, New York, where he didn't make his high school basketball team until his junior season. He then starred at St. Bonaventure where he became an All-America and led the Bonnies to the NCAA Regional Title in 1970. He was the overall No. 1 choice in the 1970 NBA draft and was named to the NBA All-Rookie team in 1970-71.

Bob makes his year-round home in Southfield, a Detroit suburb. He is married with two children.



STU LANTZ

HT: 6' 3" WT: 175

BIRTHDATE: 7-13-46

COLLEGE: Nebraska

Obtained by Pistons: From Houston in exchange for Jimmy Walker, August 1, 1972.

Starting his second season with the Pistons, and his sixth in the NBA, Stu returns to the Pistons this season after being plagued in 1971-72 by one ailment after another: first, his back (which has undergone off-season surgery); then a heel; and finally the most crushing blow of all—a fractured wrist which knocked him out of the Pistons final 31 games. Until that injury he had missed only one NBA game in three previous seasons.

An excellent free-throw shooter, hitting on 80.3 percent from the line, Stu's average with the Pistons has been 9.6 points per game.

Stu is a native of Uniontown, Pennsylvania, where he played high school ball before going to Nebraska where he made All Big-Eight two seasons and also landed All America recognition. He makes his off-season home in San Diego, California, and is married with two children.



JOHN MENGELT

HT: 6' 2" WT: 195

BIRTHDATE: 10-14-49

COLLEGE: Auburn

Obtained by Pistons: In exchange for second-round draft choice from Kansas City-Omaha Kings, November 9, 1972.

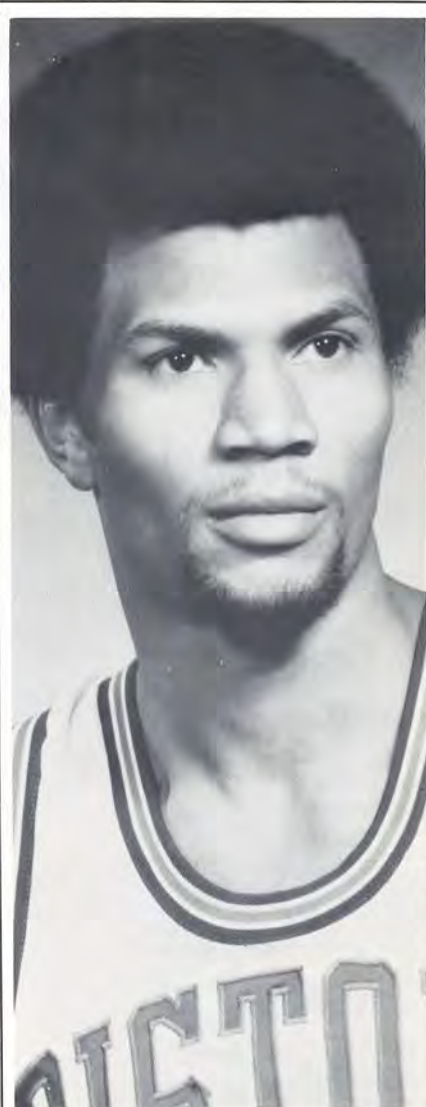
Things begin to happen when John Mengelt hits the floor. A hard-nosed player who dives for balls, he's physical on defense, aggressive and a good ball handler as well as a passer.

John is an excellent shooter, tossing them in at a 50.4 percentage clip. He has averaged 10.5 points per game since coming to the Pistons last season.

He's starting his third season in the NBA, having been drafted originally by the Cincinnati Royals in 1971. He played one season in Cincinnati and 12 games for the team after it was switched to KC-Omaha last season before coming to the Pistons.

He's the holder of all-Auburn scoring records, including a 24.8 point, three year scoring average. He led the Southeast Conference as scorer in 1971 and also was tops in the nation as a senior when he hit on 81.2 percent of his free throws.

John is married.



BOB NASH

HT: 6' 8" WT: 205

BIRTHDATE: 8-24-50

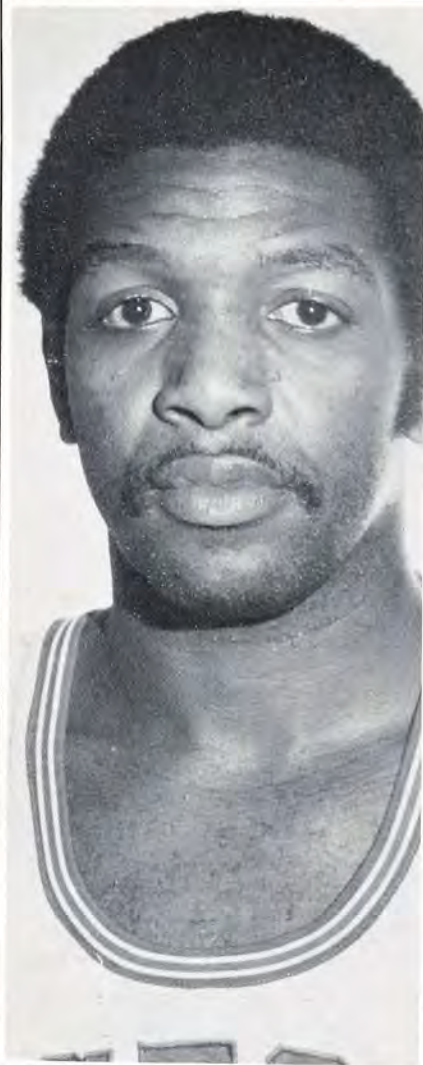
COLLEGE: Hawaii U.

Obtained by Pistons: No. 1 draft choice, 1972.

Bob is starting his second season with the Pistons and the National Basketball Association. He saw limited service as a rookie with the Pistons last season, after starring at the University of Hawaii, where he helped the team land in the NIT (1971) and NCAA (1972) tournament.

He grew up in Hartford, Connecticut, where he made All-City, All-State and All-American as a high school cager. He then went to San Jacinto Junior College in Texas, starring there two seasons before going to Hawaii.

Bob was married during the past summer and makes his off-season home in Honolulu.



WILLIE NORWOOD

HT: 6' 7" WT: 220

BIRTHDATE: 8-8-47

COLLEGE: Alcorn A-M

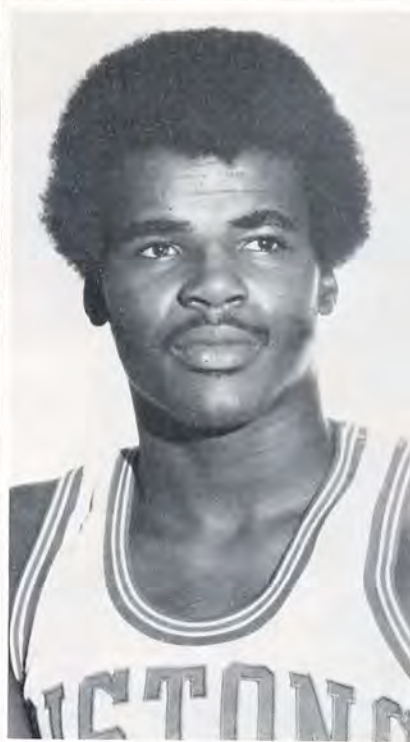
Obtained by Pistons: No. 2 draft choice, 1969.

Although an original draft choice of the Pistons in 1969, Norwood tried out in the American Basketball Association and later played one year in Europe before deciding he "wanted to play with the best" and joined the Pistons. This is now his third season with the Pistons and the NBA.

A strong rebounder, he has distinguished himself as a standout at coming off the bench.

One of the leading scorers in the history of Alcorn, he averaged 17 points per game in his four seasons on the basketball varsity.

He devotes his off-season time to working with youngsters, especially those in underprivileged areas. He now makes his year-round home in Detroit and is married.



CURTIS ROWE

HT: 6' 7" WT: 225

BIRTHDATE: 7-2-49

COLLEGE: UCLA

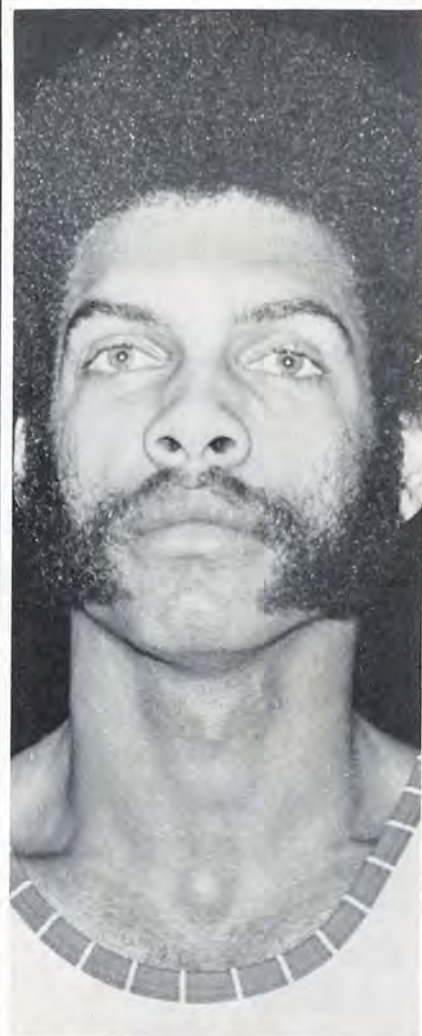
Obtained by Pistons: No. 1 draft choice of Pistons, 1971.

This is Curtis Rowe's third season with the Pistons and the NBA, and in these last two years he has blossomed into one of the best shooting and rebounding cornermen in the league. He earned All-Rookie honors in the NBA during his first season with the Pistons, and having missed only game in two seasons with the Pistons adds to his durability.

One of the fastest forwards in the game, he hit his field goal attempts at a .519 clip last season to rank fourth in the league. He also set a new team record for players who have qualified under the league minimums. He was also second on the team in rebounds with an average of 9½ per game.

Although born in Alabama, Rowe moved early in his life to California where he starred at Freemont High in Los Angeles prior to entering college. At UCLA, on the varsity team, he started in all 90 games the team played during his three seasons on the Bruins. UCLA won the NCAA title all of those three years. He was described by his UCLA coach, John Wooden, as "an unspectacular, spectacular player" and that would seem to hold true for him now in the professional ranks also.

Rowe still makes his off-season home in the Los Angeles area and is single.



GEORGE TRAPP

HT: 6' 8" WT: 215

BIRTHDATE: 7-11-48

COLLEGE: Long Beach State

Obtained by Pistons: In exchange for first-round draft choice from Atlanta Hawks, April 15, 1973.

George is starting his third season in the National Basketball Association, after being the No. 1 pick of the Atlanta Hawks in 1971.

He grew up in suburban Highland Park, where he played his high school basketball. After starring for two years at Pasadena, California, J. C., he wound up with two brilliant years at Long Beach State in California. He was named the top player in the Pacific Coast Athletic Association during his junior and senior seasons at Long Beach.

A strong defensive player and rebounder, George averaged 11.3 points with Atlanta last season. He now has a two-year NBA career average of 9.2 points, with a career high of 32 points. Many coaches and players tab him as a star of tomorrow in the NBA.

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Until recently a lot of guys got into Army ROTC just so they could finish college. Uninterrupted. Nothing wrong with that.

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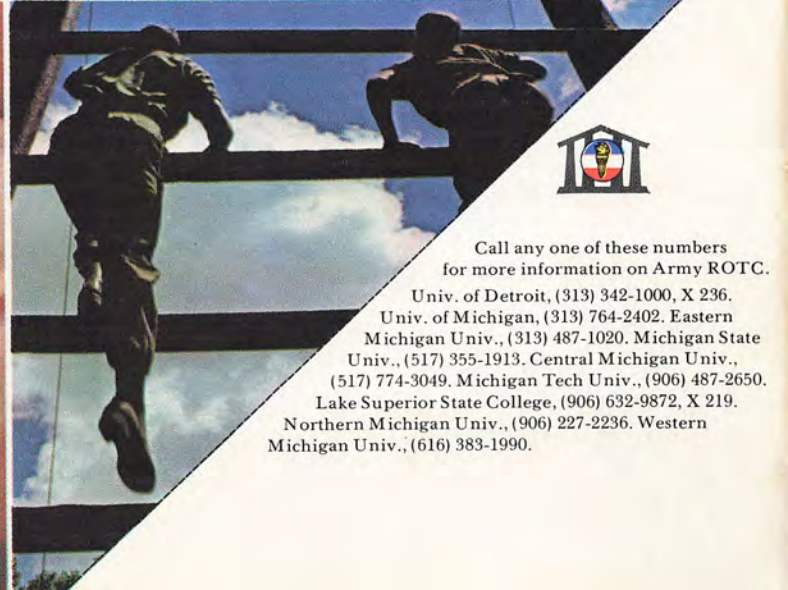
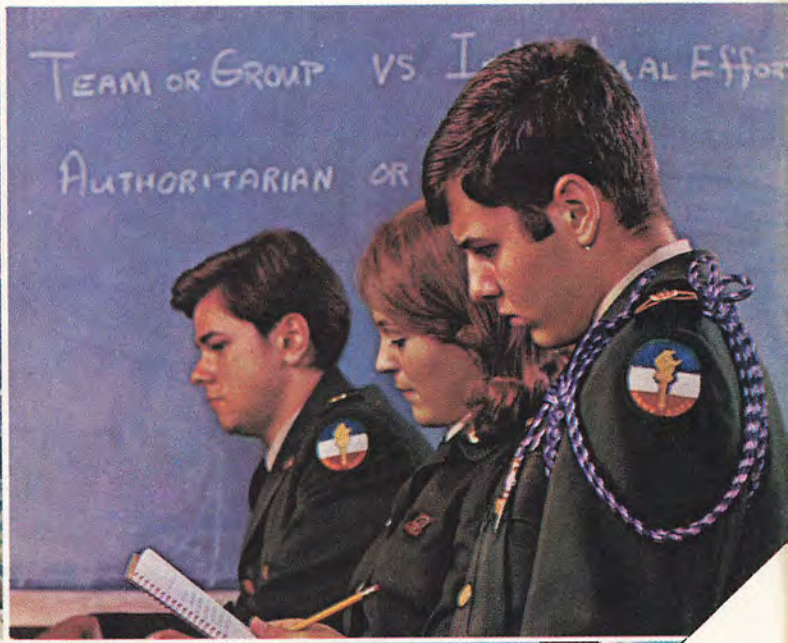
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Univ. of Michigan, (313) 764-2402. Eastern

Michigan Univ., (313) 487-1020. Michigan State

Univ., (517) 355-1913. Central Michigan Univ.,

(517) 774-3049. Michigan Tech Univ., (906) 487-2650.

Lake Superior State College, (906) 632-9872, X 219.

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WEDNESDAY, OCT. 31, 1973

DETROIT PISTONS

NO.	NAME	POINTS	TOT	PF
5	Ben Kelso			
8	Willie Norwood			
10	Don Adams			
15	John Mengelt			
16	Bob Lanier			
18	Curtis Rowe			
20	Jim Davis			
21	Dave Bing			
22	Stu Lantz			
25	Fred Foster			
31	George Trapp			
33	Bob Nash			
42	Chris Ford			

GENERAL MANAGER: EDWIN E. COIL

COACH: RAY SCOTT

TRAINER: HAROLD (BUD) SHOCKRO

1	2	3	4	TOTAL

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NO.	NAME	POINTS	TOT	PF	POS	HT	WT	AGE	YRS PRO	COLLEGE
10	Dick Snyder				G	6-5	213	29	7	Davidson
11	Lee Winfield				G	6-2	174	26	4	No. Texas St.
12	Charles Dudley				G	6-2	186	23	1	Washington
13	Don Watts				G	6-1	195	22	0	Xavier (New Orleans)
14	Joby Wright				F	6-8	222	23	1	Indiana
15	Bud Stallworth				F	6-5	190	23	1	Kansas
21	Dick Gibbs				F-G	6-5	210	24	3	Texas-El Paso
24	Spencer Haywood				F-C	6-8	230	24	3	Detroit
25	Harold Fox				G	6-2	175	24	1	Jacksonville
30	Greg Williams				F	6-8	220	22	0	Seattle U
31	Jim Fox				C	6-10	230	30	6	So. Carolina
32	Fred Brown				G	6-3	182	25	2	Iowa
33	William Harris				G	6-2	195	25	0	No. Carolina A&T
40	John Brisker				F-G	6-5	220	26	1	Toledo
42	Mahdi Abdul-Rahman				G	6-3	185	31	9	UCLA
43	Kennedy McIntosh				F	6-7	215	24	2	East. Michigan
44	Jim McDaniels				C-F	6-11	230	25	2	West. Kentucky
45	Clarence Johnson				F	6-7	210	25	0	California

Coach — William F. Russell

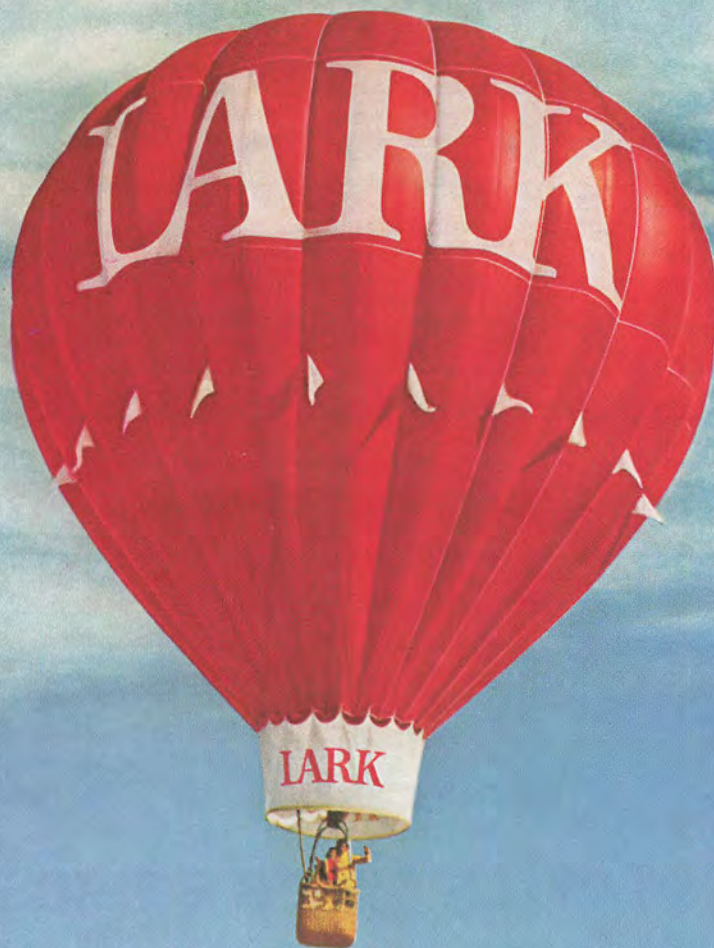
Trainer — Jack Curran

HOW TO SCORE — See page 8

NBA OFFICIALS — See page 14

1	2	3	4	TOTAL

King: 17 mg. "tar," 1.2 mg. nicotine.
Extra Long: 18 mg. "tar," 1.3 mg. nicotine
av. per cigarette, FTC Report (Feb. '73).



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PISTON POTPOURRI

The National Basketball Association will be featured on a different television network during the 1973-74 season. Games will now be carried on CBS-TV with more than 35 scheduled on Saturday afternoons, Sunday afternoons and prime time during the evenings. The All-Star Game and the playoffs will be among the CBS-TV highlights.

A recent Louis Harris poll showed that professional basketball showed the greatest increase in interest among sports fans during the past year. Basketball scored a 9.5 percent hike, compared to 3.3 percent for baseball. Hockey remained unchanged and football dropped 3.0 percent.



The National Basketball Association is going international this season. The Buffalo Braves are playing 10 of their "home" games at the Maple Leaf's Gardens in Toronto.

It was another busy summer for the Detroit Pistons. With Coach Ray Scott in charge, the Pistons staged more than 35 clinics throughout the greater Detroit area under the sponsorship of the Stroh's Ice Cream Division.

Dave Bing started the 1973-74 NBA season ranking 28th on the league's all-time point scoring list. When it came to scoring averages, Bing was No. 7 with his mark of 23.7 points.



Remember the Pistons' first home game in Detroit? It was on Oct. 23, 1957, at Olympia against Boston.

Bob Lanier's 33 rebounds against Seattle on Dec. 22, 1972 at Olympia set a Piston single-game record for "grabs." The feat also was the best turned in by any player in the NBA during the 1972-73 season.

The 44-point victory the Pistons chalked up against the Kansas City-Omaha King last Feb. 18 equalled the most decisive triumph the Detroit team ever has fashioned.



The Pistons will play on 18 different "foreign" courts during the 1973-74 season. In addition to visits to each of the 16 regular homes of rivals, the Pistons also will meet Boston in Providence, R.I., and Kansas City in Omaha.

The scheduling format for the Pistons follows the same pattern the NBA adopted last year. The Pistons meet all Western Conference teams at least six times (three at home, three on the road). There are two exceptions: Milwaukee makes a fourth visit to Detroit, the Pistons make a fourth visit to Chicago. Against Eastern Conference teams, the Pistons play each four times (two at home, two on the road).

PISTONS QUIZ

Test your knowledge about the Detroit Pistons. All the answers are short, but maybe not so simple. Score five points for every correct answer. Consider yourself an expert if you total 80 or more points. If you total 70-80, you're good, 60-70, average, and anything below that, well, better get yourself a Pistons year-book in a hurry.

??????

1—Who was the first opponent the Pistons played when they moved to Detroit at the start of the 1957-58 National Basketball Association season?

2—Name at least three of the players who started for the Pistons in that first game.

3—And, who was the coach?

4—When did the Pistons switch operations to their present home at Cobo Arena?

5—Name eight of the first-round draft choices—and the years in which each was selected—the Pistons have made since coming to Detroit.

6—Dave Bing has become the all-time Pistons leader in all but one individual category. Which one?

7—Who was the first player in NBA history to score 2,000 or more points in a single season?

8—Three Pistons have been named four times each to the All-Star game since the Pistons moved to Detroit. Who are they?

9—Who's the only Piston (in Detroit) to be named twice to the post-season NBA First All-Star team?

10—Who holds the single-game Pistons record for most points? How many?

11—The Pistons twice have advanced past the first round in the playoffs since coming to Detroit. What were the years?

12—Name the player who participated in the most consecutive games without a miss for Detroit. Also come within 10 of the number of games his streak went.

13—What's the biggest score the Pistons ever have compiled in a single game? Against whom?

14—What's the longest winning streak the Pistons ever have run up in Detroit?

15—In 1970-71, the Pistons lost 37 games. How many did they win?

16—Bob Lanier has set a new Pistons one-season rebounding record in each of the last two years. How many did he haul down in 1972-73 to break his own previous mark?

17—Speaking of Lanier he also holds the Pistons' one-game rebounding record. How many and against whom?

18—Only two Pistons have scored more than 50 points in a game. Dave Bing is one. Name the other.

19—Dave DeBusschere became the youngest coach (or manager) ever to head a major league team when he was named to direct the Pistons in 1964. How old was DeBusschere then?

20—Three former Pistons teammates coached in the NBA last season. Name them.

??????

ANSWERS

- 1—The Boston Celtics, who beat the Pistons, 105-94.
- 2—George Yardley and Harry Gallatin were the forwards. Walter Dukes the center and Gene Shue and Dick McGuire the starting guards.
- 3—Charles Eckman.
- 4—The Pistons played their first game at Cobo Arena in the fall of 1961, losing to the Los Angeles Lakers, 120-116.
- 5—Piston first-round draft choices in Detroit: 1958—none, 1959—Bailey Howell, 1960—Jackie Moreland, 1961—Ray Scott, 1962—February 21, 1971.
- 6—Rebounding.
- 7—George Yardley of the Pistons in the 1957-58 Season.
- 8—Gene Shue, Bailey Howell and Dave Bing.
- 9—Dave Bing in 1967-68 and again in 1970-71.
- 10—Bing scored 54 points against Chicago on February 21, 1971.
- 11—1969-70 and 1970-71.
- 12—Terry Driscoll, 1970—Bob Lanier, 1969-70—Jiminy Walker, 1968—Otto Moore, Bing, 1967—Jimmy Walker, 1966—Dave Joe Caldwell, 1965—Bill Buntin, 1964—Dave DeBusschere, 1963—Eddie Miles, 1964—11—1958 and 1962.
- 12—Howie Komives, 264 consecutive games.
- 13—158 points vs. Chicago at Detroit, March 23, 1969.
- 14—Nine (three times).
- 15—42.
- 16—1205.
- 17—33 against Seattle, March 22, 1972.
- 18—George Yardley.
- 19—24.
- 20—Ray Scott (Pistons), Gene Shue (Baltimore) and Kevin Loughery (Philadelphia).

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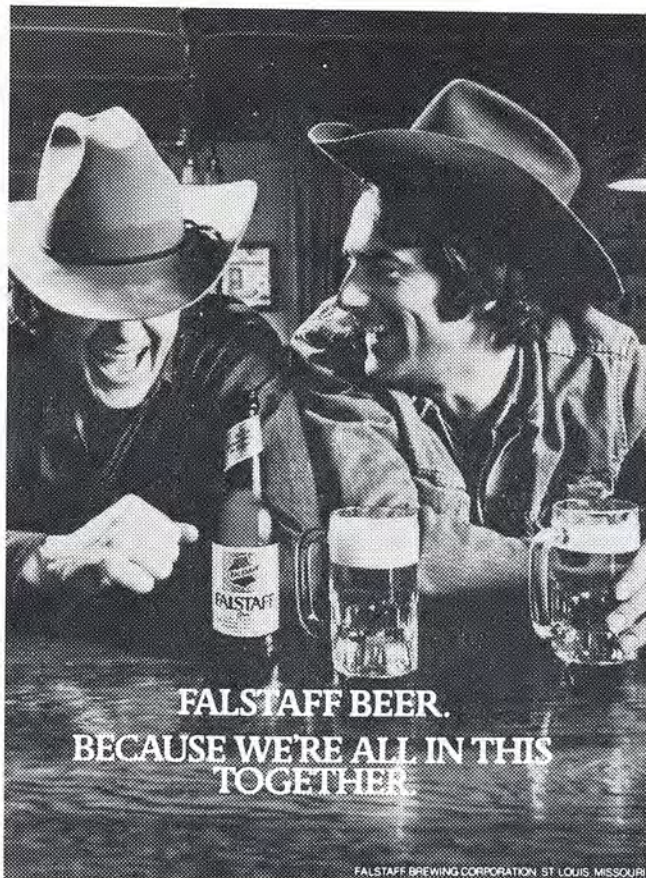
For forty-eight grueling minutes it drives, stops, cuts, twists, jumps, and pounds itself like a hammer on a hard wood floor. A mere sneaker couldn't even stay on the foot, let alone cushion, support, and still be light on a pro's foot.

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During the second period of each game, eight lucky numbers, which appear on the Pistons' information sheet inserted in the Official Game Magazine, will be called off on the loudspeaker.

The eight players are to report at the visitors' end of the scoring table as soon as the first half of play is completed to shoot Dunk-O.

Each Dunk-O shooter will be awarded one shot. Male adults over 12 years of age must shoot from beyond the foul circle. All women, and boys 12 and under, are permitted to shoot from the foul line.

A jackpot of \$20 will be awarded for every game by the Red Barns of Michigan, Inc. If there is more than one winner, each will receive \$10.

If there is no winner during a given game, the Dunk-O jackpot will be increased by \$20 for the next game, etc. until a winner(s) is crowned. When there is \$40 or more in the jackpot, and there is more than one winner, it will be equally divided but the minimum payoff to a winner will be \$10.

All non-winners will receive a gift from Red Barns of Michigan, Inc.

THREE NEW STATS

For the first time since the 1950-51 season, the National Basketball Association has created three new statistical categories.

Each player's statistics now include a breakdown of offensive and defensive rebounds.

Additionally, categories have been created for blocked shots and steals.

The weekly leaders during the championship season will now include scoring average, field goal percentage, free throw percentage, offensive rebounds, defensive rebounds, blocked shots, assists and steals.

The last time a new category was added was 23 years ago when individual rebounds became an official statistic.

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 Saturday, January 5—at Capital Bullets, 8:05 p.m.
 Sunday, February 24—at Capital Bullets, 8:05 p.m.
 Sunday, March 10—at Atlanta, 7:05 p.m.

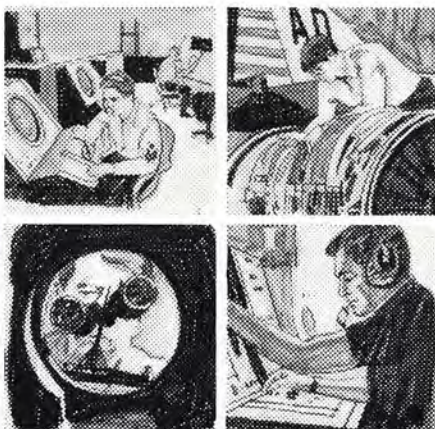
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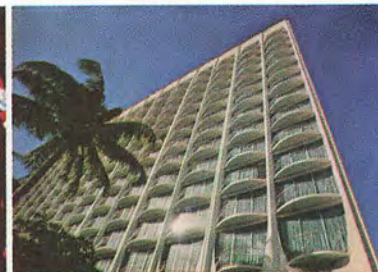
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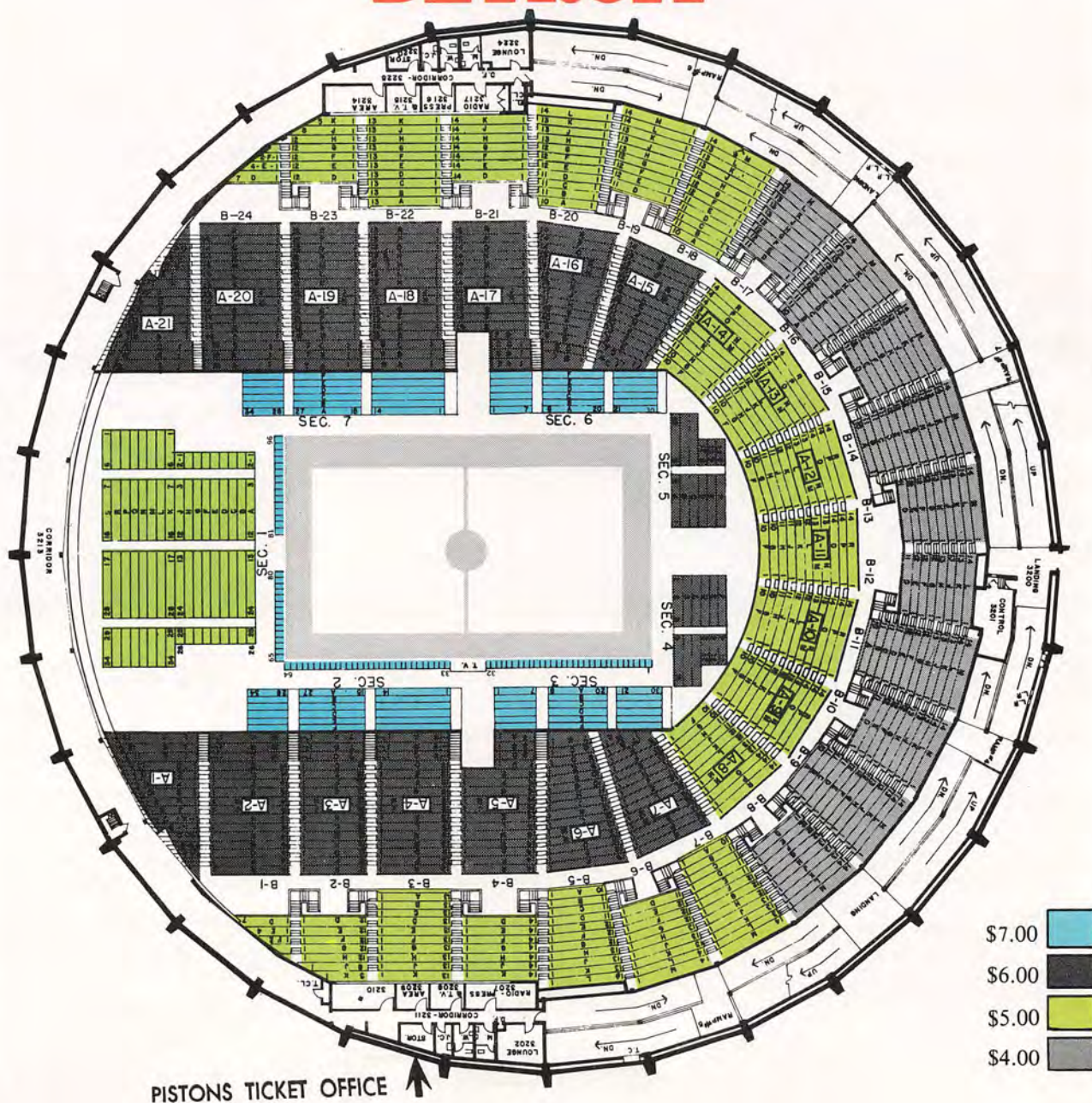
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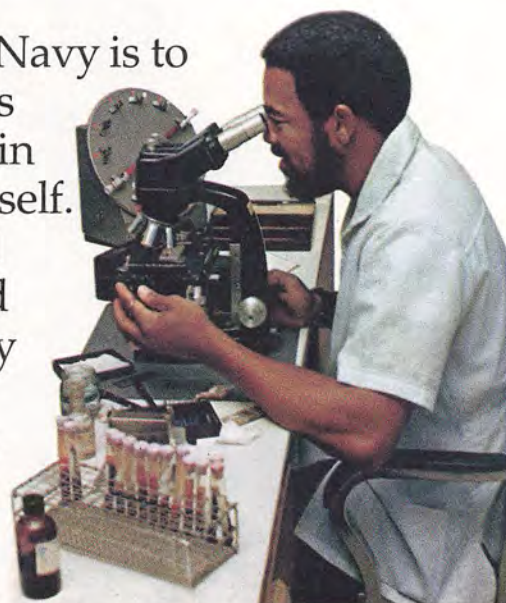
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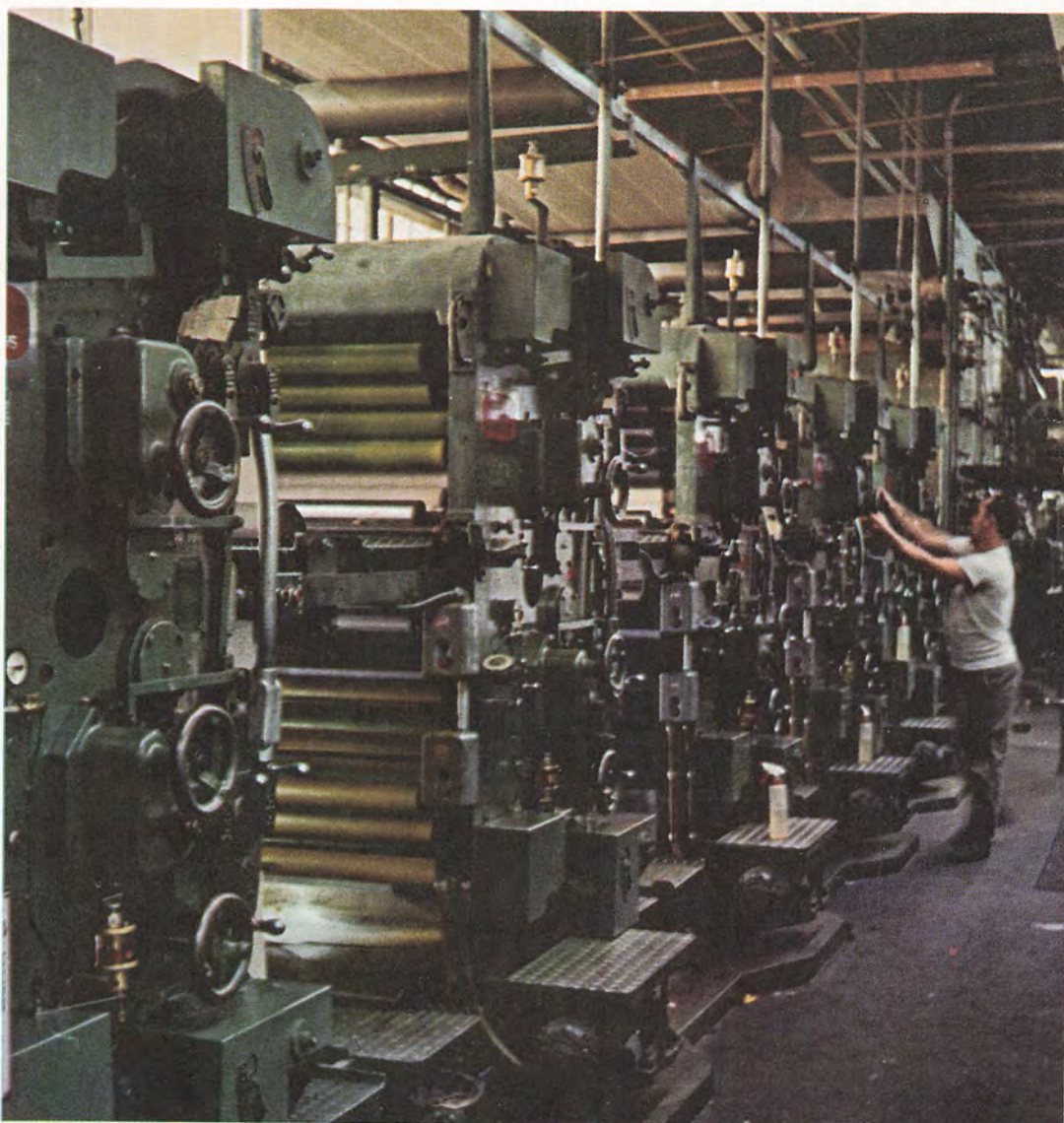
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Shockro first broke into professional sports with the Chicago White Sox system in 1958. He spent eight years with the Chisox, then moved into the Red Sox chain. He also served as trainer at Providence College, handling the basketball and hockey teams.

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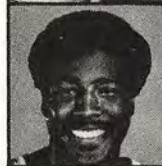
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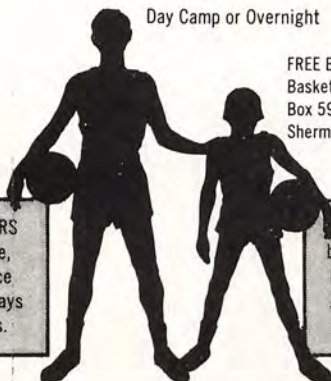


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12—Friday, Atlanta, 7:35 p.m.
19—Friday, Milwaukee, 7:35 p.m.
31—Wednesday, Seattle, 7:35 p.m.

NOVEMBER

2—Friday, Phoenix, 7:35 p.m.
14—Wednesday, Portland, 7:35 p.m.
16—Friday, Kansas City-Omaha, 7:35 p.m.
18—Sunday, Chicago, 7:35 p.m.
21—Wednesday, Phoenix, 7:35 p.m.
28—Wednesday, Cleveland, 7:35 p.m.

DECEMBER

8—Saturday, Portland, 7:35 p.m.
12—Wednesday, Los Angeles, 7:35 p.m.
14—Friday, Philadelphia, 7:35 p.m.
19—Wednesday, Chicago, 7:35 p.m.
21—Friday, Golden State, 7:35 p.m.
26—Wednesday, New York, 7:35 p.m.
28—Friday, Capital Bullets, 7:35 p.m.

1974—JANUARY

2—Wednesday, Milwaukee, 7:35 p.m.
4—Friday, Boston, 7:35 p.m.
9—Wednesday, Los Angeles, 7:35 p.m.
12—Saturday, Cleveland, 7:35 p.m.
18—Friday, Chicago, 7:35 p.m.
20—Sunday, Kansas City-Omaha, 2:05 p.m.
23—Wednesday, Portland, 7:35 p.m.
25—Friday, Houston, 7:35 p.m.
26—Saturday, Seattle, 7:35 p.m.
30—Wednesday, Buffalo, 7:35 p.m.

FEBRUARY

1—Friday, New York, 7:35 p.m.
12—Tuesday, Kansas City-Omaha, 7:35 p.m.
14—Thursday, Milwaukee, 7:35 p.m.
20—Wednesday, Los Angeles, 7:35 p.m.
22—Friday, Capital Bullets, 7:35 p.m.
23—Saturday, Phoenix, 7:35 p.m.
26—Tuesday, Boston, 7:35 p.m.

MARCH

1—Friday, Seattle, 7:35 p.m.
12—Tuesday, Golden State, 7:35 p.m.
15—Friday, Milwaukee, 7:35 p.m.
17—Sunday, Buffalo, 7:35 p.m.
20—Wednesday, Houston, 7:35 p.m.
23—Saturday, Philadelphia, 7:35 p.m.
26—Tuesday, Atlanta, 7:35 p.m.



1973—OCTOBER

- 9—Tuesday, New York, 7:30 p.m. (Channel 50)
- 13—Saturday, Chicago, 8:30 p.m.
- 14—Sunday, Cleveland, 7:30 p.m. (Channel 50)
- 20—Saturday, Houston, 9 p.m. (Channel 50)
- 24—Wednesday, Phoenix, 10 p.m.
- 26—Friday, Los Angeles, 11 p.m.
- 27—Saturday, Portland, 11 p.m.
- 28—Sunday, Seattle, 10 p.m.

NOVEMBER

- 3—Saturday, Milwaukee, 9 p.m.
- 8—Thursday, Atlanta, 8:05 p.m. (Channel 50)
- 10—Saturday, Boston at Providence, 7:30 p.m.
- 17—Saturday, Buffalo, 8 p.m.
- 24—Saturday, Chicago, 2:40 p.m. (CBS-TV)
- 30—Friday, Houston, 9 p.m.

DECEMBER

- 1—Saturday, Phoenix, 10 p.m.
- 2—Sunday, Los Angeles, 11 p.m.
- 4—Tuesday, Golden State, 11:05 p.m.
- 6—Thursday, Seattle, 11 p.m.
- 9—Sunday, KC-Omaha at Omaha, 8:35 p.m.
- 15—Saturday, Philadelphia, 8:05 p.m.
- 16—Sunday, KC-Omaha at Kansas City, 8:35 p.m. (Channel 50)
- 22—Saturday, New York, 8 p.m.
- 29—Saturday, Chicago, 8:30 p.m.
- 30—Sunday, Milwaukee, 9 p.m. (Channel 50)

1974—JANUARY

- 5—Saturday, Capital Bullets, 8:05 p.m. (Channel 50)
- 11—Friday, Cleveland, 8 p.m.
- 27—Sunday, Chicago, 2:10 p.m.

FEBRUARY

- 3—Sunday, Seattle, 10 p.m.
- 5—Tuesday, Portland, 11 p.m.
- 7—Thursday, Golden State, 11:05 p.m.
- 8—Friday, Phoenix, 10 p.m.
- 15—Friday, Buffalo, 8 p.m.
- 17—Sunday, Philadelphia, 1:35 p.m.
- 19—Tuesday, Boston, 2 p.m.
- 24—Sunday, Capital Bullets, 7:35 p.m. (Channel 50)
- 28—Thursday, Milwaukee, 9 p.m.

MARCH

- 3—Sunday, Portland, 10 p.m.
- 5—Tuesday, Golden State, 11:05 p.m.
- 8—Friday, Los Angeles, 11 p.m.
- 10—Sunday, Atlanta, 7:05 p.m. (Channel 50)
- 22—Friday, KC-Omaha at Kansas City, 8:35 p.m.

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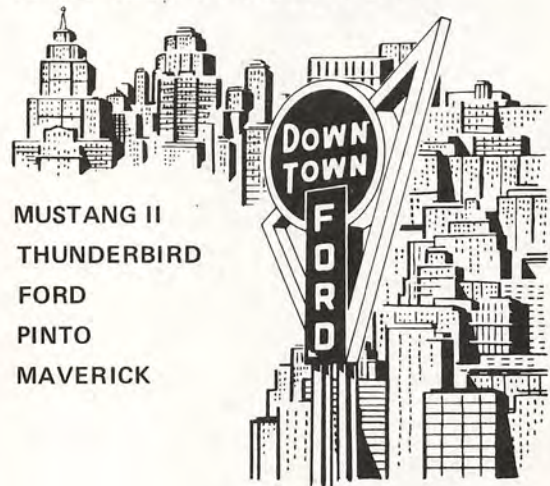
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Time-outs—Each team may take seven charged time-outs during regular playing time. Two additional time-outs are granted each team for each extra period of a tie game. Each team must take at least one time-out in each of the four quarters (unless one team has taken two). If neither team has taken a time-out during the first five minutes of each of the quarters, it shall be mandatory for the official scorer to take a time-out before the sixth minute of play is completed. If another time-out has not been taken before the ninth minute of each quarter, it shall be mandatory for the official scorer to take a time-out before the tenth minute of play is completed.

Zone defense—No zone defense is allowed. The burden of proof to establish a defensive violation of any nature is on the offensive team.

Technical fouls—The first unsportsmanlike act by a player, coach or trainer shall be penalized by a technical foul. The second infraction by the same individual shall be penalized by a technical foul and expulsion from the game.

Personal fouls—A player shall be disqualified from play upon receiving his sixth personal foul.

Offensive fouls—an offensive foul is to be charged as a personal foul to the player involved, but is not to be added to the team foul total for the purpose of determining penalty free throws. No free throw is awarded, and the ball is taken out-of-bounds by the offended team.

Loose ball fouls—A personal foul committed while the ball is in the air for a shot, or during rebounding and where there is no ball possession is a loose ball

foul, and is treated in the following manner: the offending team is charged with a team foul, the offending player with a personal foul, no shot is taken and the team fouled will retain possession. If such a foul occurs during a penalty situation, all shots that apply on the personal will be attempted.

Backcourt fouls—If a team is in control of the ball in its backcourt, and while in such control, a foul is committed against a member of the team, either in front or backcourt, that foul shall be penalized by two free throws (three for two if the penalty situation is in effect).

Team fouls—Each team is limited to four team (personal) fouls per quarter, with each foul in excess of that amount to be penalized by two free throws. During each overtime period, the limitation shall be three team (personal) fouls per team with two free throws for each team (personal) foul in excess of three. If a team has not committed its quota of four fouls during the first ten minutes of a quarter or its quota of three during overtime, it shall be permitted to incur only one team foul during the last two minutes without incurring the penalty situation (two free throws).

Last two minutes—If a legal time-out is called in the backcourt in the last two minutes of regulation play or overtimes, the ball shall be moved to mid-court. At all other times, the ball shall be passed in from a point out-of-bounds nearest to where the ball was when the time-out was called. Once a team passes the ball into play from a point out-of-bounds that originates in its backcourt, it may not call a time-out until the ball is in its front court.

Free throws—If the foul committed by a player is in excess of the number limited for his team (4), and normally calls for one free throw—two free throws are awarded. If the excess foul calls for two free throws, the penalty free throw shall be permitted if any of the free throws are unsuccessful.

Disqualified players—A coach must replace a disqualified player within thirty seconds.

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State _____ Zip _____

Phone _____ Age _____

Find yourself in the Air Force.

Once and for all, American Motors wants you to judge which one of these companies has the best new car guarantee.

THE FOLLOWING PARTS AND SERVICES ARE GUARANTEED
AGAINST FACTORY DEFECTS AND REPLACEMENT DUE TO
WEAR FOR 12 MONTHS OR 12,000 MILES.

PARTS FIXED OR REPLACED FREE.

	AMC	GM	FORD	CHRYSLER
Engine/Drive train	YES	YES	YES	YES
Spark plugs	YES	NO	NO	NO
Points & Condenser	YES	NO	NO	NO
Shock Absorbers	YES	NO	NO	NO
Brake linings	YES	NO	NO	NO
Clutch lining	YES	NO	NO	NO
Wiper blades	YES	NO	NO	NO
Light bulbs	YES	NO	NO	NO
Hoses & Belts	YES	YES	NO	NO

SERVICES PROVIDED FREE.

Wheel alignment	YES	NO	NO	NO
Wheel balancing	YES	NO	NO	NO
Align headlights	YES	NO	NO	NO
Adjust carburetor	YES	NO	NO	NO
Adjust distributor	YES	NO	NO	NO
Adjust brakes	YES	NO	NO	NO
Adjust clutch	YES	NO	NO	NO
Adjust transmission				
bands	YES	NO	NO	NO
Adjust & tighten belts	YES	NO	NO	NO
Tighten nuts & bolts	YES	NO	NO	YES
Free loaner car	YES	NO	NO	NO
Trip Interruption				
Protection	YES	NO	NO	NO

Three years ago American Motors introduced the Buyer Protection Plan.

Now everyone's trying to get on the bandwagon.

So, once and for all, we'd like to set the record straight. Who does back their cars the best?

Well, notice the proliferation of "NO's" in every one but the American Motors column.

Why a Buyer Protection Plan and not just a guarantee?

Most companies feel that a guarantee is backing enough for a new car.

But American Motors wants to do more.

Item: A simple, strong guarantee.* In fact, the only guarantee that expects every part to last for 12 months or 12,000 miles, or we'll fix it free.

AMC BUYER PROTECTION PLAN™

*1. A simple, strong guarantee!

When you buy a new 1974 AMC car from an American Motors dealer, American Motors Corporation guarantees to you that, except for tires, it will pay for the repair or replacement of any part it supplies that is defective in material or workmanship. This guarantee is good for 12 months from the date the car is first used or 12,000 miles, whichever comes first. All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an American Motors dealer.

2. A free loaner car from almost every one of our dealers if guaranteed repairs take overnight.

3. Special Trip Interruption Protection.

4. And a toll free hot line to AMC Headquarters.

Item: American Motors is the only manufacturer that has a plan to provide a free loaner car from almost any of our dealers if guaranteed repairs take overnight.

Item: Special Trip Interruption Protection. If your car needs guaranteed repairs more than 100 miles from home, American Motors will pay all reasonable expenses for food and lodging—up to \$150.

Item: A free hot line to Detroit. If you want to get mad at us, we'll listen.

Our dealers make it possible for us to run this ad.

No manufacturer's guarantee can be successful without the cooperation of its dealers.

And like us, our dealers' dedication to the Buyer Protection Plan has become a way of life.

They know that we'll back them in their commitment to you, the customer, under the terms of the Buyer Protection Plan.

Besides, they're finding out what we've suspected all along: Build a good strong car with a good strong guarantee and the world will beat a path to your door.



**We back them better
because we build them better.**

Buyer Protection Plan is a Trade Mark of American Motors Corporation.

1974 Pontiac Grand Prix.



Obviously, we're out to make you dissatisfied
with whatever you're driving.

The Wide-Track people have a way with cars.



Pontiac Motor Division

Zenith introduces solid-state Chromacolor II

It took a whole new television system to bring you the best color TV in Zenith history. With a new, more powerful 100% solid-state chassis. A unique Power Sentry voltage regulator to protect components and keep your picture sharp under varying voltage conditions. And an advanced Chromacolor picture tube for the best color picture we've ever brought you. New solid-state Chromacolor II — built in the Zenith tradition of quality and dependability.*



*In two recent nationwide surveys, independent TV service technicians named Zenith by more than 2 to 1 over the next best brand, as the color TV needing fewest repairs. Survey details on request.

ZENITH SOLID STATE
CHROMACOLOR II

At Zenith, the quality goes in before the name goes on.® Simulated TV pictures.